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1 July 1946

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MEMORANDUM TO:

Support Branch

SUBJECT:

Sampling Technique, Planning Directive No. 15

During a conversation with Mr. Perry Fellows, OIT, Department of Commerce, Room 1654, Temporary Building "T", on 28 June 1946, he mentioned a sampling technique he used to obtain information in Ethiopia in 1944 and 1945.

Using native interpreters he sampled for certain economic information in the three most inhabited areas, covering one desired question with about ten other questions. He considers the technique entirely reliable if the problem is properly set up and properly handled in the field. Considerable attention should be given to framing the questions. He commented that C.I.G. should consider using it in foreign countries, adding that C.I.G. questions could readily be interposed with commercial or economic questions. Most of his questioning was done during a physical examination of the natives and while giving them various injections. Unless the interviewers are sufficiently skilled to be completely objective, they should be kept apart from the group which is being questioned during the periods the interviewers are not operating.

All his data was tabulated onto I.B.M. cards so he can readily run a selection for any items he wants to compile.

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